



JAY L. SMITH  
EDITOR AND  
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS  
FOUNDER  
1915-1954

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 46, NO. 36

21 DUNDAS SQUARE, TORONTO, ONTARIO, CANADA

SEPTEMBER 4, 1954

# H.O.'s Shatter Labor Day Tradition



By JAY L. SMITH

The Perspecta Sound Demonstration at Loew's Uptown Theatre last Thursday, attracted a large number of exhibitors and distributors. Up from New York to supervise the demonstration were C. J. Bachman of the Fairchild Recording Co., manufacturers of the Perspecta equipment, and A. Mian, engineer with Perspecta Corp. They revealed that all MGM films will be available in Perspecta Sound, that all Paramount's VistaVision productions, starting with "White Christmas", will be released with Perspecta Sound, and that all the JARO VistaVision productions will also use the Perspecta Sound system.

In addition, a number of Warner Bros. productions will be available in Perspecta, and it was also announced that Joseph L. Mankiewicz's U.A. release, "The Barefoot Contessa", starring Ava Gardner, will be released with Perspecta Sound. First production to be released in Canada with Perspecta Sound, is MGM's re-release of "GWTW".

\* \* \*

Our personal salute to Messrs. Adolph Zukor, Barney Balaban and Arthur Schwalberg and the entire Paramount organization, with a special word of greeting to Gordon Lightstone and the Canadian Paramount crew, on the occasion of that company's 40th Anniversary. Paramount selected "A Salute to the Future" as their slogan for the company's 40th Anniversary Drive, and a glance at the imposing list of productions currently in release, plus those completed and ready for release, indicates the reason for the emphasis on the "Future". However,

(Continued on Page 4)

## Top Grosses Force Hold-Overs Into Holiday In Many Key Spots

Tradition is going by the boards in many situations across Canada this Labor Day, as hold-overs of top-grossing pictures are running into the holiday, a completely new departure for Show Business in the Dominion. Labor Day, last holiday of the summer, or first of the fall, has always been the date of the opening gun for the heavy artillery from all exchanges, the start of the traditional Fall Festival of Hits. This year, however, the picture is different; so many companies have been releasing so many top-grossers in mid-summer, with conse-

(Continued on Page 20)

## CNE Record Crowd On Warrior's Day

At press time, the 76-year-old Canadian National Exhibition had set new records for attendance, three days in a row, and attracted the largest single-day crowd in its

(Continued on Page 4)

## Rosen Announces Allied Artists Canadian Sales Organization

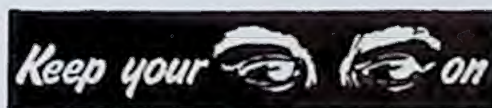
Following the recent trade paper announcements concerning Allied Artists Pictures of Canada Limited, Douglas V. Rosen, AA's Canadian general manager, issued this statement:

"With the formation of Allied Artists Pictures of Canada Ltd., and at a time when the parent company has moved into full swing with a top product line-up of stellar attractions such as "The Human

(Continued on Page 2)

### JEWEL OF BENGAL

Fox reports that James Stewart and Jane Russell will be co-starred in "Jewel of Bengal."



(See Pages 6-19)

## Fisher Appointed Odeon Director

Leonard W. Brockington, C.M.G., Q.C., President of Odeon Theatres (Canada) Ltd. and Odeon Theatres Ltd., announces the appointment of Frank H. Fisher as a director of both these companies.

(Continued on Page 4)

## Perspecta Sound Demo. Features C'Scope and 2-D

The first trade demonstration in Canada of Perspecta Sound was held last week at the Loew's Uptown, Toronto. Opinion amongst the many exhibitors present guaranteed that Perspecta Sound would become a permanent fixture in many Canadian theatres.

First introduced into Canada with MGM's release of "Gone With The Wind" at the Loew's, Toronto, Perspecta Sound was provided with an additional spurt here, as a result of the demonstration. The reel shown, presented scenes from MGM's Julius Caesar",

(Continued on Page 22)

TIVOLI MODERNIZED

—PAGE 2

RANK PROFITS SOAR

—PAGE 22

ASTRAL NABS FABIAN

—PAGE 20

JOHNSON IN ENGLAND

—PAGE 23

## Dominion Sound Active In West

The Lyric, a new theatre in Outlook, Sask., owned and operated by Mr. A. C. Barteluk, opened recently with Century Projectors and Sound System supplied and installed by Dominion Sound Equipments Ltd.

Rothstein Theatres Ltd., of Winnipeg are proud of the fact that

(Continued on Page 20)

## COPLAN JOINS GOTTLIEB

A deal has been consummated between Arthur Gottlieb, President of Canadian Film Industries Co. Ltd., and Dave Coplan, naming Mr. Coplan, Managing Director of Canadian Film Industries Co. Ltd.

PERSPECTA SOUND OFFERED TO PRODUCERS ON ROYALTY FREE BASIS



## ALLIED ARTISTS

(Continued from Page 1)

Jungle", starring Gary Merrill and Jan Sterling; "Ketchikan" starring Mark Stevens; "The Bob Mathias Story," starring Bob Mathias; "Annapolis Story", (Technicolor) starring John Derek and Richard Jaeckel; "Shotgun", (Technicolor) starring Sterling Hayden, Yvonne De Carlo and Zachary Scott; "Tonight's The Night", (Technicolor) starring David Niven, Yvonne De Carlo and Barry Fitzgerald; The Walter Wanger production, "The Adventure of Hajji Baba", (CinemaScope-Technicolor) starring John Derek and Elaine Stewart; "The Black Prince", now being filmed in England in CinemaScope and Technicolor and John Huston's first production for AA, "The Man Who Would Be King", we have now reached the full stature of a major distributing organization.

Bearing in mind the all-important factor of happy exhibitor relationship, I'm very pleased to announce the managerial and sales roster of our new company which will become effective September 6, from coast to coast:

Jack Bernstein, General Sales Manager (Toronto Head Office).

Isadore Shapero, Sales Representative (Toronto Head Office).

Larry Stephens, Advertising-Publicity (Toronto Head Office).

G. M. (Gerry Hoyt, Branch Manager (Saint John, N.B.).

Joseph Oupcher, Branch Manager (Montreal, Que.).

Sam Jacobs, Sales Representative (Montreal, Que.).

Max Shnier, Branch Manager (Winnipeg, Man.).

Mike Mandell, Sales Representative (Winnipeg, Man.).

Ralph Zeligson, Branch Manager (Calgary, Alta.).

Jack Marks, Sales Representative (Calgary, Alta.).

Lou Segal, Branch Manager (Vancouver, B.C.).

Rosen went on to say: "Our present offices on Bloor Street and our poster and shipping quarters at 277 Victoria, will be inadequate; we will move to our own building at 386 Victoria Street (presently occupied by Dominion Sound Equipments) about October 1st.

Concluding his statement, Mr. Rosen emphasized: "There will be no change in the managerial, sales and booking departments of IFD. I will retain the general management of International Film Distributors Ltd., with Maurice Diamond as General Sales Manager and Larry Stephens as Advertising and Publicity director."

## Across the Country

### Toronto and District

Following the highly-successful Canadian premiere of "Seven Brides for Seven Brothers", with its gala opening performance, Manager Fred Jackson of Loew's Theatre, London, has set in "Gone With the Wind" for another return engagement to start Sept. 6 which should make for a busy holiday weekend.

When "Pinocchio" played the Capitol Theatre, Peterborough, Manager Len Gouin gave free admissions at two matinees to juveniles who presented labels from three cans of Pluto Dog Dinner in a tie-in stunt.

CinemaScope competition stepped up in Toronto when no less than 14 theatres in the metropolitan area were offering attractions in the new technique. The array included "The High and the Mighty" at the Imperial; "Three Coins in the Fountain" at the Eglinton; "Knights of the Round Table" at seven Famous Players' neighborhood units; "New Faces" at three Odeon units; "How to Marry a Millionaire" at the suburban Westwood, and "Night People" at the Capitol, New Toronto.

Hamilton, Ont., had another theatre robbery when thieves looted Jack Hunter's Delta theatre during the Aug. 21 weekend. The intruders made a thorough job of it in robbing the candy counter, beverage dispenser, the ice cream cooler and a vending machine, taking cash and merchandise.

John J. Fitzgibbons president of Famous Players Canadian Corp., which he joined in May, 1930, had a birthday, his 64th, on Aug 27. He was born at Meriden, Conn., where he started in the theatre business in 1907, 47 years ago.

Two new booking combinations made their appearance in Toronto when five units of B. & F. Theatres played "The French Line" and four Famous Players theatres, Tivoli, Capitol, Alhambra, and St. Clair, were linked for a week's showing of the re-issues, "The Westerner and "Dead End."

### Ottawa

Cornelius J. O'Connell, manager of the Eastview Theatre in that nearby town, and formerly of the Centre and Westboro theatres, suffered a seizure and died shortly after the attack at the rear of a refreshment booth on the grounds of Central Canada Exhibition. Mr. O'Connell, 52, is survived by his wife, one son and six brothers, all of Ottawa.

The business of reviewing new films on Ottawa theatre screens make really amusing reading. Recent critique on Times Gone By, which appeared in a local paper (not the Journal), said of the film showing in small-seated art theatre; "Italian films these days are stealing the show from other films. This is because you not only get cheesecake, you get good acting, too." In the meantime, such Hollywood productions on CinemaScope as The Student Prince, The High and the Mighty and Three Coins in the Fountain, are attracting crowds and are hold-overs at such big-seated theatres as the Capitol and Odeon.

The Ottawa Evening Journal's special Centennial Number was published Wednesday, August 25, and carried a wealth of interesting historical facts about Canada's Capital city from its early bytown beginnings to the present year. Two stories by Will McLaughlin, both of considerable length, were One Hundred Years of Show Business and From Two-A-Day to CinemaScope. McLaughlin has been with the Journal for 38 years as drama editor and motion picture reviewer.

The Ottawa Children's Aid Society will benefit in a large way from the showings of Three Coins in a Fountain during the showing of the 20th Century-Fox CinemaScope production at the Capitol Theatre.

(Continued on Page 20)

## S. E. Morris Dies

Samuel Edwin Morris, one of the pioneers on the distribution side of the motion-picture industry, died August 23, at Beverly Hills, California after a long illness. His age was 72.

Mr. Morris was vice-president and general manager of Warner Brothers Pictures, Inc., when he retired in 1945 and moved to California from New York. He had been with the company for twenty-five years, handling the distribution of its films and relations with theatres. He was the founder and for a time head of the company's foreign department.

## Tivoli, Hamilton Modernized

The modernized Tivoli Theatre at Hamilton, where Don Edwards presides as manager, had its swanky re-opening Aug. 20 to mark the completion of the reconstruction job by Famous Players at an estimated cost of \$250,000.

In connection with the featured event with "Living It Up" on the screen, it was mentioned that previous managers at the Tivoli had included Morris Stein, Len Bishop, Russ McKibbin and Jim McDonough.

The theatre was built and opened as the Princess Theatre by George Swanwick more than 30 years ago.

## Red Feather Revue On Shea's Stage

Arrangements are coming up for the Community Chest Drive in Toronto, a feature of which will be the Red Feather Revue at Shea's Theatre with preliminaries starting Sept. 15 at the Famous Players' downtown unit with the co-operation of the Robert Simpson Co. Limited. Contestants will compete for the title of Red Feather Girl of 1954.

## DIGEST DITTOS

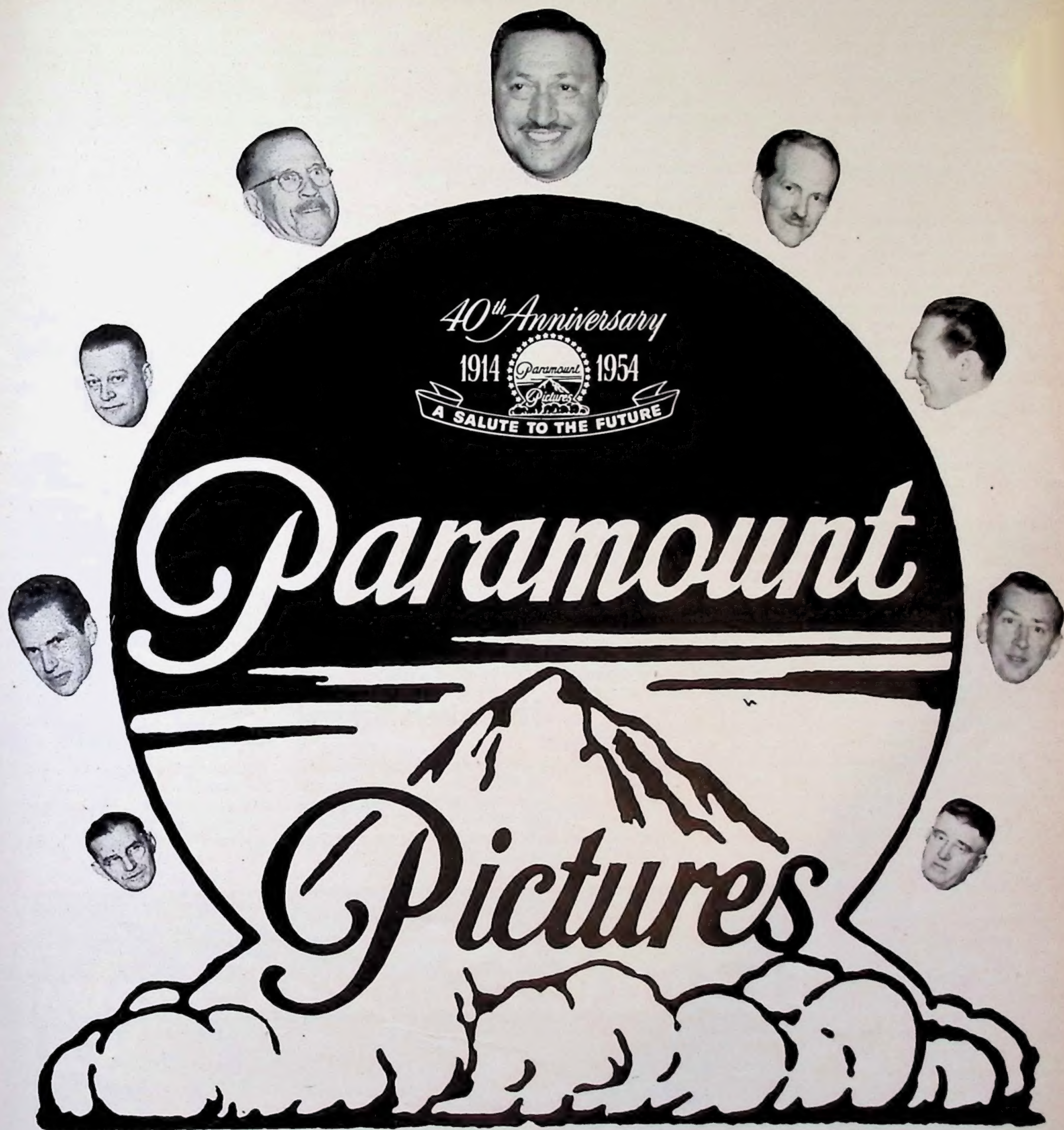


Casting a shadow on coming events was the above scene years ago, with Jack Bernstein, newly appointed Canadian Sales Manager for AA, sitting beside N. A. Taylor, at a RKO luncheon in Toronto.

—Reprinted from the Canadian Moving Picture Digest.



# CONGRATULATIONS



ON THE EVE OF OUR OWN 40th ANNIVERSARY, ALL OF US AT THE CANADIAN MOVING PICTURE DIGEST TAKE GREAT PLEASURE IN SALUTING ALL OF YOU AT PARAMOUNT PICTURES ON THE OCCASION OF YOUR 40th ANNIVERSARY.





Adolph Zukor, Chairman of the Board, Paramount Pictures.



Barney Balaban, President, Paramount Pictures.



A. W. Schwalberg, president, Paramount Film Distributing Corp.



E. K. O'Shea, vice-president, Paramount Film Distributing Corp.



## A Salute To The Future

Sixty of Hollywood's top stars head the cast of twenty-five Paramount films recently completed, currently in production or soon to go before the cameras. Fifteen of these pictures have already been photographed or are slated to be photographed in VistaVision, Paramount's spectacular new system of high-wide screen presentation. Most of the twenty-five pictures are based on hit plays, best-selling novels, widely-read magazine stories. The rest are originals penned by leading magazine and screen writers.

Starting with productions already completed, the Paramount offerings include the following now in release:

"Knock On Wood," starring Danny Kaye and Mai Zetterling, produced, directed and scripted by Melvin Frank and Norman Panama and filmed in Technicolor.

Hal Wallis' "About Mrs. Leslie," starring Shirley Booth and Robert Ryan; produced by Wallis; directed by Daniel Mann from a screenplay based on the best-selling novel by Vina Delmar.

"Living It Up," a Technicolor comedy musical, starring Dean Martin, Jerry Lewis and Janet Leigh, with Edward Arnold and

Sheree North, and based on the Broadway hit, "Hazel Flagg."

And, Alfred Hitchcock's "Rear Window," a Technicolor suspense thriller starring James Stewart and Grace Kelly, with Wendell Corey and Thelma Ritter; produced and directed by Hitchcock.

Films completed, but not yet in release, are:

"Sabrina," which will be the next attraction at the Shea's Theatre, Toronto, a romantic comedy, with three Academy Award-winners as the stars, Humphrey Bogart, Audrey Hepburn and William Holden, plus Walter Hampden. Another "Oscar" winner—Billy Wilder—produced and directed for Paramount from a script based on the Broadway hit.

Opening at the Radio City Music Hall later this year will be Irving Berlin's new musical, "White Christmas," the first picture filmed in Paramount's spectacular VistaVision. Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen are starred with Dean Jagger. Robert Emmett Dolan was the producer and Michael Curtiz the director.

Other pictures completed and in the can are: the William Perlberg-George Seaton drama, "The Country Girl," starring Bing Crosby, William Holden and Grace Kelly. Perlberg produced and Seaton directed and penned the screenplay from Clifford Odets' Broadway hit.

Hal Wallis' VistaVision comedy, "Three Ring Circus," starring Dean Martin and Jerry Lewis with Joanne Dru and Zsa Zsa Gabor.

"The Bridges at Toko-Ri," based on the best-selling James Michener novel, also produced by Perlberg and Seaton. William Holden, Grace Kelly, Frederic March and Mickey Rooney, head the cast of this drama of war in Korea.

"Air Command," filmed in Vis-

taVision, with James Stewart and June Allyson, starred with Frank Lovejoy and Barry Sullivan.

Still other films include: George Pal's interplanetary epic, "Conquest of Space," with a cast of top Hollywood and Broadway players.

"Run For Cover," an exciting VistaVision western drama in Technicolor, starring James Cagney, Viveca Lindfors, John Derek and Jean Hersholt. William Pine and William Thomas were the producers.

Filmed for Paramount in Italy by the Ponti-DeLaurentis production organization are: "Ulysses," a Technicolor spectacle starring Kirk Douglas and Silvana Mangano with Anthony Quinn and adapted from Homer's Odyssey; and "Mambo," starring Silvana Mangano, Michael Rennie, Vittorio Gassman and Shelley Winters.

The following films are in various stages of production and editing:

"Love Is A Weapon," a VistaVision adventure drama starring John Payne and Mary Murphy. Pine and Thomas produced the picture in Technicolor.

"We're No Angels," a VistaVision comedy starring Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett and Basil Rathbone. Based on the Parisian stage hit, it was directed by Michael Curtiz.

Alfred Hitchcock's "To Catch A Thief," a suspense thriller in VistaVision, starring Cary Grant, Grace Kelly and featuring Royce Landis.

"Blue Horizons," the VistaVision production of the story of Lewis and Clark, stars Charlton Heston, Fred MacMurray and Donna Reed. Filmed in Technicolor, the picture was produced by Pine and Thomas.

"The Eddie Foy Story," a musical biography in VistaVision starring Bob Hope as the famed song and dance man, with Italy's Milly Vitale as his leading lady.

"Lucy Gallant" a drama starring Jane Wyman and Charlton Heston,

with Thelma Ritter and Claire Trevor, now before the VistaVision cameras for Pine and Thomas.

Within the next few months Paramount's production activity will be increased with these outstanding films:

William Wyler's "The Desperate Hours," a thriller in VistaVision, starring Humphrey Bogart and Fredric March, and based on Joseph Hayes' best-seller of the same title.

Cecil B. DeMille's VistaVision spectacle, "The Ten Commandments," based on the story of Moses, with Charlton Heston as Moses and also starring Yul Brynner, Cornel Wilde, Anne Baxter, Sir Cedric Hardwicke and Vincent Price. The picture will be made in Egypt.

"The Court Jester," a new Danny Kaye comedy to be produced, directed and written by Melvin Frank and Norman Panama in VistaVision.

"The Magnificent Devils," starring Deborah Kerr and William Holden, in VistaVision and based on Lucy Herndon Crockett's best seller of Marine combat in the South Pacific.



Oscar A. Morgan, Paramount Short Subjects and Newsreel Manager.



J. Pickman, director of Paramount's advertising-publicity.







# "PARAMOUNT PRESENTS"







# **"PARAMOUNT PRESENTS"**

Through the past forty years, "Paramount Presents" has been your assurance of motion pictures packed with entertainment values, pictures that have consistently built the economic welfare of our industry. Last year this long record was climaxed when Paramount presented more outstanding attractions than any company.

Now, as the 1954-55 selling season begins, "Paramount Presents" takes on new meaning—for our studio has been completely converted to quality product for delivery in quantity, yet staturated, picture by picture, to today's new selective market. Already in release are

**KNOCK ON WOOD**

•  
**LIVING IT UP**

•  
**ABOUT MRS. LESLIE**

Their strong performance will be surpassed by even greater product ahead in  
**PARAMOUNT'S SALUTE TO THE FUTURE...**



September dates are rolling in from eager showmen watching its smash performance now in New York, Los Angeles and Philadelphia where it's confirming Boxoffice Magazine's prediction that "critics and customers will vote it Hitchcock's best!"



# JAMES STEWART

in

## Alfred Hitchcock's

# REAR WINDOW

Color by TECHNICOLOR

Co-starring

GRACE KELLY • WENDELL COREY  
THELMA RITTER

with RAYMOND BURR • Directed by ALFRED HITCHCOCK • Screenplay by JOHN MICHAEL HAYES • Based on the short story by CORNELL WOOLRICH

THESE ARE THE FIRST TWO FABULOUS FALL ATTRACTIONS:

# HUMPHREY BOGART

# AUDREY HEPBURN

# WILLIAM HOLDEN

in

# Sabrina

with

WALTER HAMPDEN • JOHN WILLIAMS  
MARTHA HYER • JOAN VOHS

Produced and Directed by BILLY WILDER

Written for the Screen by Billy Wilder, Samuel Taylor and Ernest Lehman

From the play by Samuel Taylor



Four Academy Award winners (Producer Wilder and three "Oscar" stars) pool their talents in a richly mounted and very hilarious comedy. It's all about The Chauffeur's Daughter, The Big Business Man and The Playboy—and it puts a new glow in that old word, "love"...





## **"PARAMOUNT PRESENTS"**

Paramount's forty years of servicing exhibitors with money-making product in an ever changing market reinforces today's new policy of one type of picture only—the BIGGEST.

The entertainment values assured by "Paramount Presents" in 1954-55 include

**GREATEST STAR NAMES**  
•  
**TOP FLIGHT PRODUCERS**  
•  
**BEST KNOWN DRAMATIC PROPERTIES**  
•  
**EXCITING NEW STORY LINES**

These marquee assets mean that every picture in Paramount's Salute To The Future is packed with everything the public is buying at the boxoffice today.





BING GRACE WILLIAM  
**CROSBY • KELLY • HOLDEN**

In A Perlberg-Seaton Production

# **THE COUNTRY GIRL**

A surprise vehicle to catapult Crosby to new distinction! He's teamed with Oscar-winner Holden and beautiful Grace Kelly who's a beautiful new marquee name.

Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON  
From the play by Clifford Odets

KIRK SILVANA  
**DOUGLAS • MANGANO**  
In  
**ULYSSES**

Color by **TECHNICOLOR**

Co-starring **ANTHONY QUINN** with ROSSANA PODESTA

Directed by MARIO CAMERINI • Screenplay by Mario Camerini, Hugh Gray, Ben Hecht, Ivo Perelli and Irwin Shaw

Based on Homer's Odyssey • A LUX FILM • Produced by DINO De LAURENTIIS and CARLO PONTI

History's most famous story—with the star who's perfect for its heroic lead. The fabulous saga of a daring voyager and the beautiful women he fought for and won!

WILLIAM GRACE FREDRIC MICKEY  
**HOLDEN • KELLY • MARCH • ROONEY**

In A Perlberg-Seaton Production

# **THE BRIDGES AT TOKO-RI**

color by **TECHNICOLOR**

Dramatic thunderbolt of personal emotion and explosive action. The best selling novel, about our jet pilots in the Pacific, first appeared in a special issue of LIFE...

with Robert Strauss • Charles McGraw • Keiko Awaji

Directed by  
**MARK ROBSON • WILLIAM PERLBERG** and **GEORGE SEATON**

Screenplay by Valentine Davies • From the novel by James A. Michener





**"PARAMOUNT PRESENTS"** is a guarantee that begins inside our studio and extends to the boxoffice line where the crowd stands, money in hand.

Paramount not only produces pictures but produces theatre patronage thru

ADVANCE MARKET  
ANALYSES

•  
ALL-FACET  
MERCHANDISING

•  
DYNAMIC PRESELLING

•  
COMPLETE PENETRATION

New methods of communication with the public are constantly devised. At Paramount every means "from camera to campaign" is used to turn traffic toward the boxoffice.



PARAMOUNT'S  
SHOW BUILDERS  
BUILD  
BOXOFFICE  
REVENUE...



SILVANA MANGANO • WINTERS • RENNIE

VITTORIO GASSMAN • KATHERINE DUNHAM

in  
**MAMBO**

Produced by DINO DeLAURENTIIS and CARLO PONTI

Directed by ROBERT ROSSEN

Two women, battling for one man in the sultry, romantic backgrounds of modern Italy! Glamorous Silvana Mangano and those American headliners, Shelley Winters and Vittorio Gassman.

# CONQUEST OF SPACE

Color by **TECHNICOLOR**

George Pal's new interplanetary thriller dwarfs all the wonders of "The War of The Worlds" and "When Worlds Collide." Dramatic effects never to be equalled — or even imagined!

Produced by George Pal • Directed by Byron Haskin  
Screenplay by James O'Hanlon • Adaptation by Philip Yordan, Barré Lyndon and George Worthington Yates  
Based on the Book by Chesley Bonestell and Willy Ley

## PARAMOUNT NEWS

"The Eyes and Ears of the World"  
104 issues a year

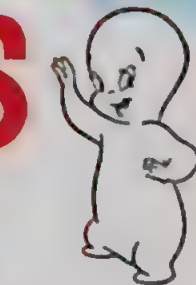


Your public looks for it, wants it — is entertained and informed by it, because it's the top news on film.

## PARAMOUNT SHORTS



The most diversified program of shorts offered by any company. Favorite cartoons, sports reels and miscellaneous subjects.







# "PARAMOUNT PRESENTS"

## ITS SALUTE TO THE FUTURE

# VISTA VISION

Soon VistaVision will be a dazzling reality in theatres, bringing *the ultimate in presentation* of screen entertainment thru its unsurpassed

**FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY**

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation...as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor - organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!



Coming

# VISTAVISION

Attractions

COMPLETED OR IN PRODUCTION

## White Christmas

Irving Berlin's score. Technicolor.  
Bing Crosby, Danny Kaye,  
Rosemary Clooney, Vera Ellen

## Air Command

Technicolor. James Stewart, June Allyson

## We're No Angels

Technicolor. Humphrey Bogart, Aldo Ray,  
Joan Bennett, Basil Rathbone

## Love Is A Weapon

Technicolor. John Payne, Mary Murphy,  
Francis L. Sullivan

## The Court Jester

Technicolor. Danny Kaye

## Blue Horizons

Technicolor. Charlton Heston,  
Fred MacMurray, Donna Reed,  
William Demarest

## The Desperate Hours

William Wyler Production. Humphrey Bogart.  
Based on the famous novel

## The Vagabond King

Technicolor. Kathryn Grayson, Oreste Kirkop

## The Covered Wagon

Famed epic of America's pioneers.  
Alan Ladd and star cast.

## The Magnificent Devils

Deborah Kerr and other important marquee  
names

## 3 Ring Circus

Hal Wallis Production. Technicolor.  
Dean Martin, Jerry Lewis, Joanne Dru,  
Zsa Zsa Gabor

## To Catch A Thief

Alfred Hitchcock Production. Technicolor.  
Cary Grant, Grace Kelly

## Run For Cover

Technicolor. James Cagney, Viveca Lindfors,  
John Derek, Jean Hersholt

## The Eddie Foy Story

Technicolor. Bob Hope

## Lucy Gallant

Technicolor. Jane Wyman, Charlton Heston

## You're Never Too Young

Technicolor. Dean Martin and Jerry Lewis

## The Trouble With Harry

Alfred Hitchcock Production

## The Rose Tattoo

Hal Wallis Production. From the play by  
Tennessee Williams. Burt Lancaster,  
Anna Magnani

## The Loves of Omar Khayyam

An exotic spectacle based on the career of  
Persia's romantic adventurer

## The Mountain

Spencer Tracy heading topflight cast

TURN THIS FOLD





# "PARAMOUNT PRESENTS"

## ITS SALUTE TO THE FUTURE

# VISTA VISION

Soon VistaVision will be a dazzling reality in theatres, bringing *the ultimate in presentation* of screen entertainment thru its unsurpassed

**FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY**

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation...as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor - organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!



SOON...WORLD PREMIERE—RADIO CITY MUSIC HALL

THE FIRST...AND UNFORGETTABLE...MOTION PICTURE TO BE GLORIFIED BY

VISTAVISION



IRVING BERLIN'S  
**White Christmas**  
in  
**VISTAVISION**

starring

**BING CROSBY • DANNY KAYE**  
**ROSEMARY CLOONEY • VERA-ELLEN**  
Color by **TECHNICOLOR**

with **DEAN JAGGER** Lyrics and Music by **IRVING BERLIN** Produced by Robert Emmett Dolan  
Directed by Michael Curtiz • Dances and Musical Numbers Staged by Robert Alton  
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

"'White Christmas' is by far the greatest motion picture I have ever been associated with!"—Irving Berlin

"White Christmas" Will Be Immediately Followed By

**3 RING CIRCUS**  
**AIR COMMAND**

Dean Martin and Jerry Lewis in VISTAVISION for the first time! A Hal Wallis Production. In color by Technicolor.

Skywide VISTAVISION thrills! The jets that man our earth-circling peace patrol. James Stewart teamed with June Allyson. In color by Technicolor.



**"PARAMOUNT  
PRESENTS"**

**DEMILLE'S GREATEST... AND IN**

# **VISTAVISION**

From "The Squaw Man" to "The Greatest Show On Earth," Cecil B. DeMille has spanned the four decades of Paramount's history with the industry's outstanding money pictures... including such memorable boxoffice grossers as "Reap The Wild Wind," "Union Pacific," "Northwest Mounted" and "Samson and Delilah." With all the magnificence of VistaVision, the picture that the whole world is waiting for, is now in production.

**Cecil B. DeMille's**  
**THE TEN**  
**COMMANDMENTS**

in  
**VISTAVISION**

Color by **TECHNICOLOR**

**With The Biggest Cast Ever Assembled...**





A scene from Paramount's first in VistaVision, "White Christmas," starring

Bing Crosby, Danny Kaye and Rosemary Clooney.

## PARAMOUNT'S PARADE OF HITS



Silvana Mangano and Kirk Douglas star in the made-in-Italy Technicolor "Ulysses."



Bing Crosby co-stars with Grace Kelly and Academy Award winner William Holden in one of Paramount's all time greats "The Country Girl."



A scene from Hitchcock's "Rear Window" soon to open in Canada. Shown are James Stewart, Grace Kelly and director Hitchcock, who always puts in an appearance in one of his films.



June Allyson and James Stewart, stars of "Air Command" in VistaVision and Technicolor.



"Three Ring Circus," first Martin and Lewis film in VistaVision. Left to right and in tights, Zsa Zsa Gabor, Joanne Dru, Wallace Ford, Dean Martin and Jerry Lewis.



Paramount has turned out one of its best in the film version of Michener's novel "The Bridges Of Toko-Ri." Seen above are Frederic March and Grace Kelly with William Holden and Mickey Rooney in a dramatic moment in the film.



Cecil B. DeMille has left for Egypt to begin work on his "The Ten Commandments." It will be in VistaVision and Technicolor. The above is taken from the original "Ten Commandments" filmed by DeMille.



## DOMINION

(Continued from Page 1)

their Sky-way drive-in, in Saskatoon is the first in that area to be equipped with Ashcraft Super-Power equipment and Century water-cooled combination. This drive-in also features a Northern Electric Sound System and other miscellaneous equipment supplied and installed by Dominion Sound of Regina.

Another theatre in the Rothstein chain, the "Tower" of Yorkton, Sask., is notable for a very successful pre-full Stereophonic Sound Installation for wide screen sound distribution. Developed and installed by Dominion Sound, it provides excellent low cost sound distribution for exhibitors who are not yet ready to install full Stereophonic system. Furthermore, the theatre is now equipped with Century C Projectors, and Heywood-Wakefield spring seat and spring back chairs.

The "Ken Mor" in Morden, Manitoba, owned by Mr. Ernest Kendall, features the first and so far only wide screen installation in that part of Manitoba. Mr. Kendall bought his invisible seam screen from Dominion Sound, Winnipeg, Manitoba.

Mr. C. Doerr has arranged with Dominion Sound for extensive renovations to existing equipment in his Melita, Manitoba theatre. Among other things it will include a new Astrolite screen, Altec A7 back-stage speaker, Rosskote lenses and new Arc Lamps.

The Winnipeg office of Dominion Sound Equipment Ltd., reports the sale of optical CinemaScope equipment to the Derrick theatre in Virden, Manitoba, and the Mayfair theatre in Sioux Lookout. These two installations are believed to be the first of their type in the area.

## Astral Nabs Fabian

Astral Films has capitalized on the current visit and publicity, garnered by former Scotland Yard's top specialist in crime, Inspector Fabian. Opening on Labor Day in five houses, day and date (Odeon Danforth, Fairlawn, Humber, Colony and the Okun's Biltmore theatre) will be the British-produced "Fabian Of The Yard".

The release is tied in with daily press reports, carried in The Toronto Telegram, on the investigation, conducted by Fabian, into the death of young and pretty Marie McDowell.

Special interest in the case has been rife from the beginning, as many local filmites had known the girl, who worked in Charlie and Ken Cashman's department at Photo-Engravers.

## Across the Country

(Continued from Page 3)

Manager Ray Tubman placed a fountain in the lobby where patrons may drop coins, make a wish and share the chance of winning a record-player and a wide assortment of records donated by a local merchant.

## Maritimes

Mr. Mitchell Franklin, local Pres. of the B'nai B'rith was host at his summer home, Tynemouth Creek, Sunday afternoon, to members of the B'nai B'rith Lodge as well as to members of the local Film Exchanges and Circuit operators. About 250 were in attendance. Highlights of the event were pony rides for the children, novelty games, swimming at the private beach, boating on the Bay of Fundy and a picnic supper.

Mr. Jim Basha of the Vogue Theatre, Windsor, Newfoundland, was a recent visitor to Saint John. Mr. Basha plans to install CinemaScope with full Stereophonic Sound. The latest New Brunswick theatre to be installing CinemaScope is Mr. Keith Briggs, proprietor of the theatre at Plaster Rock, N.B. Mr. Briggs plans to open with CinemaScope the middle of September.

Mr. Gerry Carroll of the New York Twentieth Century-Fox Auditing Department, is on a routine visit to Saint John, N.B. office.

Three Drive-in theatres belonging to the Franklin-Herschorn Circuit located at Saint John, Halifax and Sydney have recently installed complete playground equipment. This is proving a very popular past-time for the kiddies during the long daylight hours. The Franklin-Herschorn Drive-ins are the first in the Maritimes to be so equipped.

A Drive-in theatre, with capacity for 300 cars, situated three miles from Fredericton at Nashwaaksis opened Monday, August 9th. The opening program was "Million Dollar Mermaid." The proprietor is Mr. Byron Evans.

## Vancouver

A return visit of "Gone With The Wind" at the 3,000-seat Orpheum Vancouver, played to SRO biz and holds, natch. The count on TV sets in 1950 were 600 sets in the Vancouver area; today's total is over 35,000 sets.

Two new ozoners are being built in Saskatchewan. One near Biggar, geared for 250 cars, by James Adrain and the other near Lloydminster which will accommodate 400 cars.

Local implications in a six-months-old squabble between the Musicians' Union and the American Guild of Variety Artists, were smoothed over without incident recently. The Canadian battle between the two unions threatened local night clubs from using U.S. entertainers with instructions to boycott shows if any of the performers had AGVA affiliation. Night clubs are a losing proposition in Vancouver at present.

Wide screens have been installed at the Capitol, Penticton, and Capitol, Kamloops, FPCC houses. CinemaScope was installed at the 449-seat Salmar at Salmon Arm, B.C. "The Robe" is now playing the drive-in theatres in this area to good returns.

A chuckwagon full of cowboys visited an Alberta drive-in. Horses were unharnessed and speaker attached to the wagon.

Hank Heck, office manager of 20th-Fox, father of a baby girl. Third child for the Heck's. Art Lorimer, Kitsilano manager, back from a Reno and Mexico vacation. Harlan Fairbanks of the local popcorn firm, was here from Seattle headquarters. Reported that Fairbanks are trying to start a booking and buying arrangement to handle film buying for Indie, B.C. exhibitors.

The father of Jack Burdick, manager of the Stanley, passed away at his Langley, Prairie, home. He was 80. Bob Foster of the Orpheum, back from the IATSE convention at Cincinnati, is on the sick list. He is president of Theatre Employees Union.

## LABOR DAY

(Continued from Page 1)

quent hold-overs, that the Labor Day bookings are very spotty as far as new openings are concerned.

While there may be some last-minute changes after we go to press, this is the way the bookings shape up in the key towns for the Labor Day Holiday. At the Imperial, Toronto, F-P's 3,000-seater, Warner Bros.' "The High and the Mighty", will be in its third week, after a smash first two weeks. Columbia's sensational hit, "On The Waterfront", scheduled to open this Friday, has been pushed back another week. At the Odeon-Toronto, the Rank circuit's Dominion showcase, E-U's record-breaking "Magnificent Obsession", will greet Labor Day in the middle of its second week, and looks headed for several more weeks run. F-P's up-town de-luxer, The University, will be in its second week with Paramount's "About Mrs. Leslie". The other key F-P first-run situation in Toronto, Shea's, is in its first week with Paramount's "Sabrina"; Loew's Downtown finally exited with MGM's "Gone With The Wind", after six terrific weeks, and opened "Seven Brides For Seven Brothers", as their holiday attraction. At Loew's Uptown, E-U's CinemaScope production, "The Black Shield of Falworth", is the new Labor Day show.

Other key houses across the Dominion also found hold-overs carrying into the Labor Day holiday. These included Loew's Montreal, where "GWTW" is in its 3rd week; Palace, Montreal, in its second week with 20th-Fox's "River of No Return"; Avenue, Montreal, 2nd week for JARO's "Man With a Million", and Capitol, Montreal, 2nd week for Para's "About Mrs. Leslie." In Winnipeg, the Capitol greeted the Labor Day holiday in its 3rd smash week with Para's "Knock On Wood", the Met also holding over for its 2nd week with "GWTW", and the Odeon in its 2nd week with "Man With a Million". The Uptown, Calgary, ran into the holiday with its 2nd week of "Magnificent Obsession", and in Vancouver, "GWTW" is in its 3rd week at the Orpheum.

Veteran film men in the Dominion state they cannot ever recall having known a Labor Day in the past, where such a hold-over situation existed. However, they hasten to add, it is one of the healthiest signs show business in Canada has seen in many, many years, and both exhibitors and distributors acknowledge they will only be too happy if the same situation exists when Thanksgiving Day rolls around in October.





# *Announcement*

ON AND AFTER MONDAY

SEPTEMBER 6th, 1954

The Product of

## **Allied Artists Productions**

PREVIOUSLY RELEASED BY J. ARTHUR RANK  
FILM DISTRIBUTORS (CANADA) LIMITED

Will Be Distributed By

# **ALLIED ARTISTS PICTURES**

## **OF CANADA LIMITED**

AT THE FOLLOWING EXCHANGE CENTRES ACROSS CANADA

**TORONTO** — 175 Bloor Street, East — **ONTARIO**  
**MONTREAL** — 5801 Monkland Avenue — **QUEBEC**  
**SAINT JOHN** — 162 Union Street — **NEW BRUNSWICK**  
**WINNIPEG** — Cinema Centre, Colony Street — **MANITOBA**  
**CALGARY** — 8th Avenue, West — **ALBERTA**  
**VANCOUVER** — 1208 Burrard Street — **BRITISH COLUMBIA**

Physical distribution of film and accessories  
will be serviced through INTERNATIONAL FILM  
DISTRIBUTORS LIMITED at the above addresses

## **Allied Artists Pictures of Canada Limited**



# Schwartz-Boasberg Set Plans 10 Films Scheduled-3 in C'Scope

The Distributors Corporation of America, a new producing distributing company headed by Fred J. Schwartz, and with Charles Boasberg set for a top post, will provide an additional source of financing for independent producers operating in this country and abroad.

The company was organized to help increase the availability of films to theatres that have experienced the shortage of products in recent months because of the cut-back in production of movies by the major Hollywood studios.

The company plans to release ten to twelve features during the first two years and thereafter to handle between ten and twelve annually, according to an announcement by Mr. Schwartz. Arrangements for the first group of ten, either completed or to be started, have been finished.

Completed and soon to be released are "Long John Silver," made in Australia by Joseph Kaufman, producer of Joan Crawford's "Sudden Fear," and "Hunters of the Deep," produced by Alan Dowling.

Scheduled for future filming are "Finian's Rainbow," the stage musical; "Lelia," to be made by Bernard Lubor; "The Viking," the novel by Edison Marshall to be made in Norway; "Pistolero," for which Phillip Waxman, the producer is seeking Jack Palance as the star, and an untitled screen play to be written by Sam Bella Spewack.

Also Britain's brother-director-producer combination, John and Roy Boulting, are expected to contribute three films, "The Survivors," "Heather Mary" and "The Jacaranda Tree."

## Canadian Film Released By IFD

Mel Turner, head of the St. Lawrence Pictures Corp. Limited, Kingston, has announced that "The Ridge," its first production in color, will be released through International Film Distributors, Toronto. The announcement said that Chinook, the trained German police dog, will be featured in the picture.

## Passage Home

"Passage Home," based on Richard Armstrong's novel, will go into immediate production at the J. Arthur Rank Organization's Pinewood Studios in England. Anthony Steel and John Gregson have the starring roles. Roy Baker will direct and Julian Wintle will be in charge of production.

## PERSPECTA

(Continued from Page 1)

"Knights Of The Round Table" in CinemaScope and a number of musical shorts.

Already adopted by MGM, Paramount and Warner Bros., and with negotiations underway with J. Arthur Rank for the use of Perspecta Sound (Rank studios have announced that they will produce in VistaVision), A. Mian, sound engineer, attached to Perspecta Sound, and in Toronto for the demonstration, intimated that United Artists' "The Barefoot Contessa" would also be shown with Perspecta Sound.

Mr. Mian also informed us that a special trailer, explaining the new sound system would shortly be made available for public showing in all theatres. The trailer now in production at MGM's studio, will utilize cartoons to tell its story.

The Perspecta unit will be available through most equipment dealers in Canada and a package unit, now in production is now attainable in 30 days, stated Mr. Bachman, representative of Fairchild Recording, up for the demonstration. Mr. Bachman added that the unit would sell for "considerably less" than magnetic stereophonic systems now in use. In the U.S., the unit sells for \$990.

## Rank Profits Soar

J. Arthur Rank's British film empire, which was threatened with a crash five years ago, last week presented a triumphant balance sheet which sent its stock soaring.

The Odeon Theatres Limited, statement announced that it will pay its shareholders a 15-percent dividend—the first dividend since 1949.

Gaumont British Picture Corp. Ltd., another movie house chain in the Rank group, simultaneously announced it would pay a 12½ percent dividend against 7½ percent last year.

Together, the two companies, which run 550 theatres, showed an increase of almost \$4,000,000 in trading profits during the last year.

The figures are a tonic to the British film industry and a tribute to the determination of J. Arthur Rank.

Profits are largely the result of the box-office success of British films in many parts of the world.

## Photo News On The Film Front



Ken Johnson meets Anthony Steel at J. Arthur Rank Organization's head office, London, England.



Famous Players Ballyhoo Showmanship winners Group "A." Left to right: Dan Krendel; J. J. Fitzgibbons; Art Cauley and Bob Harvey, prize-winners; Morris Stein and Rube Bolstad at the luncheon honoring the prize-winners.

## Ruta Lee Meets Can. Exhibitors



Ruta Lee, one of the brides in SEVEN BRIDES FOR SEVEN BROTHERS was guest of honor at a press luncheon at Hotel Vancouver, Vancouver, B.C. by MGM and Famous Players theatres executives and the Mayor's personal representative, Mrs. (Alderman) Anna Sprott. L. to r.: Chas. Ramage, MGM Branch Manager; Miss Lee; Chas. Doctor, Manager Capitol theatre; Mrs. Sprott; Mrs. Doctor; and Maynard Joiner, District Manager for F.P.C.



In Winnipeg, Miss Lee was met at the airport by left to right: Alex Groshak, Manager MGM Records; Ann Henry, movie critic Winnipeg Tribune; Norman Cowan, Asst. Manager, Capitol, Winnipeg; H. A. Bishop, Famous Players Supervisor; Miss Lee and A. G. Levy, MGM Winnipeg Branch Manager.



In Montreal—left to right: Mr. Bill Guss, Manager of MGM Pictures; Mr. Len Jones, 5th Avenue Theatre, Verdun; Mr. John Ganetakis, Confederation Theatres; Ruta Lee; Tom Cleary, Consolidated Theatres; Mr. Phil Maurice, Consolidated Theatres.



In Calgary—shown above from l. to r. standing: Mr. Leroy Chown, Strand theatre; Mr. Paul Cardell, Famous Players executive; Mr. Hugh Parker, Asst. Manager Capitol theatre; Mr. K. M. Leach, Famous Players partner; Mr. Don Menzies, Manager Palace theatre; Mr. John Cardell, Publicity Director, K. M. Leach theatres. Seated l. to r.: Mrs. K. M. Leach; Miss Ruta Lee; Mr. Al Genaske, MGM Calgary Branch Manager.





By MAX CHIC

Frank Fisher and Frank Vaughan back from New York, are raving about "Romeo and Juliet" . . . says Fisher, "the greatest picture I have ever seen" . . . Jack Karr, back from holidays starts his 16th year with the Toronto Daily Star . . . two old friends from New York doing well in pictures . . . Walter Mathau, appearing in UA's "The Kentuckian" and Hilda Simms in Fox's "Black Widow."

The Herb Allens were in Albany, visiting their daughter . . . Jim Hardiman, looking tanned and spry is back at his desk atop the Odeon, Carlton . . . Babe Coval, back at work, but we regret to report the continued illness of Sam Bloom's wife . . . George Heiber's wife still convalescing.

Roy Rogers, wife Dale and his brood took a night off at the Odeon, Carlton to see "Magnificent Obsession" . . . the reason, the CNE Grandstand Show was rained out . . . Leslie Allen still out visiting Hollywood . . . Jack Fine reports a "very satisfactory opening" for "The Robe" at five B & F theatres in Toronto, last week.

Marcus Loew's Theatres Ltd. announce a dividend of \$1 per share has been declared on the company's common stock, payable the 30th of September, to shareholders . . . Odeon is renovating its 2,250 seat Capitol, Hamilton . . . General Theatre have a display at the CNE, showing the Lawrence color TV tube . . . the Birchcliffe and Park join the Westwood, in presenting CinemaScope, all three are 20th Century houses.

The Odeon luncheon for the winners of its "Big Top Contest" takes place September 20 at the Royal York Hotel, Toronto . . . Odeon's Ontario managers in for their annual get-together, will also attend . . . Pat Henning, appearing in the Roy Rogers show at the Ex, also appears in Columbia's "On The Waterfront", soon to open at the Imperial, Toronto.

The Event Of The Week . . . meeting Bert Lytell, now touring for Fox's "The Egyptian" . . . Bert, a former student at Upper Canada College and now President of Equity, first appeared in films in 1917 in a Brenon-Selznick production, "The Lone Wolf."

## Tely's Ken Johnson In England

Ken Johnson, the Toronto Telygram movie reviewer, has wasted no time on his jaunt to British film studios. Arriving last week, he started his round-up of interviews, from the time he landed at London's airport. The series will begin in the Tely, on September 7.

Adrienne Corri, JARO star, who plays the daughter in the current record-breaker "The Kidnappers", met him on his arrival. A busy whirl was set in motion and Ken has already lunched with J. Denham, director of JARO's "The Purple Plains" and Sarah Lawson; dinner and cocktails with David Knight, June Thorburn and Paul Carpenter, former Montreal resident and soon to be seen in "The Sea Shall Not Have Them."

At Rank's Pinewood studio, he met JARO's directors at work and visited the set of "To Paris With Love", interviewing its star, well known to all Canadians, Alec

Guinness. The film is in Technicolor. That same afternoon, he visited Dirk Bogarde and Den Id Sinden on the set shooting "Simba", a story based on the Mau-Mau terror and being filmed in Eastman color. A visit with Norman Wisdom, now appearing at the Palladium, wound up his third day in England.

Ken has also seen the activity at Ealing studio, visiting with Sir Michael Balcon, where he spent time on the set for "Out Of The Clouds", starring Anthony Steel and David Knight. The film is in Eastman color. Ken's first reports from England will also carry his impressions of a British Premiere. The film, JARO's "The Young Lovers", starring David Knight, Odile Versios and Paul Carpenter. Further reports on Ken's trip to England will be carried weekly, up to his return to his post at the Tely.



UA announced a change of title for its CinemaScope color adventure film "The Gabriel Horn" to "The Kentuckian," the star, Burt Lancaster . . . Columbia's musical version of "My Sister Eileen" will have Aldo Ray playing the comedy lead opposite Janet Leigh . . . an early Fall date has been scheduled for the production of Republic's "The Admiral Hoskins Story."

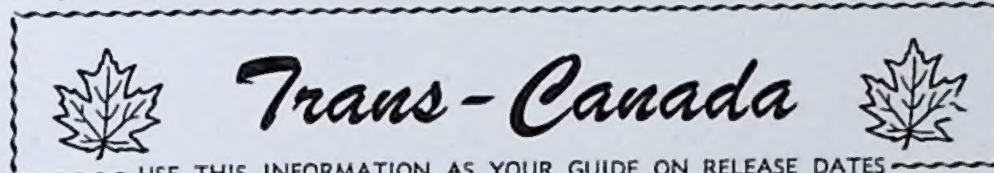
Cameras are set to roll on the Allied Artists production of "The Big Combo" which Sydney Harmon will produce with Cornel Wilde, Jack Palance and Jean Wallace, in the leading roles . . . MGM's "Paris Story" co-starring Steve Forrest and Anne Baxter will be filmed in Paris.

TV actress Betsy Palmer gets the lead opposite Henry Fonda in the Leland Hayward feature "Mister Roberts for Warner Bros. . . . ten year old Richard Eyer has been chosen to co-star with Fredric March and Humphrey Bogart in Paramount's VistaVision film "The Desperate Hours."

Jose Ferrer will direct and June Allyson will star in the Universal picture "The Shrike," adapted from the Pulitzer Prize winning plan . . . top starring team of Richard Burton and Maggie McNamara will be featured in 20th-Fox's CinemaScope drama "Prince Of Players" . . . Yvonne De Carlo signed for Allied Artists "Shotgun."

Shooting began last week at MGM on "Moonfleet," in CinemaScope and color . . . produced by John Houseman, with direction by Fritz Lang . . . filmed under the title "The Moon Men," the Johnny Weismuller starrer for Columbia has been re-titled "Jungle Moon Men" . . . Dimitri Tiomkin and Ned Washington, song-writer team who wrote the title tune for "High Noon" have delivered to UA music and lyrics for "Not As A Stranger."

Ward Bond set for a role in Warner's "Mister Roberts" . . . Paramount announced that Audrey Hepburn, last year's Academy Award winner, will play the lead in a dramatic love story, "House Of Mist" . . . Dianna Lynn signed by Allied Artists for lead opposite John Derek, Technicolor production of "The Annapolis Story."



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

### TORONTO

**IMPERIAL**  
Second week, The High And The Mighty (WB) C'Scope & WarnerColor with John Wayne.

**SHEA'S**  
Second week, Hell Below Zero (Col.) Tech. with Alan Ladd.

**UNIVERSITY**  
About Mrs. Leslie (Par.) with Shirley Booth.

**EGLINTON**  
Demetrius And The Gladiators (Fox) C'Scope & Tech. with Susan Hayward.

**NORTOWN**  
Fifth week, Living It Up (Par.) Tech. with Martin & Lewis.

**ODEON**  
Magnificent Obsession (E-U) Tech. with Jane Wyman.

**UPTOWN**  
Second week, Valley Of The Kings (MGM) Color with Robert Taylor.

**LOEW'S**  
Sixth week, Gone With The Wind (MGM) Tech. with Vivien Leigh.

**HYLAND & CHRISTIE**  
Fifth week, The Maggie (JARO) with Paul Douglas.

**TOWNE CINEMA**  
Twenty-sixth week, Hobson's Choice (IFD) with Charles Laughton.

**DOWNTOWN**  
Crossed Swords (UA) Color & Gog (UA) Color.

### MONTREAL

**PALACE**  
River Of No Return (Fox) C'Scope & Tech. with Marilyn Monroe.

**LOEW'S**  
Second week, Gone With The Wind (MGM) Tech. with Vivien Leigh.

**PRINCESS**  
Crossed Swords (UA) Color with Errol Flynn.

**CAPITOL**  
About Mrs. Leslie (Par.) with Shirley Booth.

**IMPERIAL**  
Prince Valiant (Fox) C'Scope & Tech. with James Mason.

**ORPHEUM**  
Jungle Man-Eaters (Col.) with Johnny Weissmuller.

**KENT**  
The Living Desert (RKO) Tech.

### WINNIPEG

**CAPITOL**  
2nd week, Knock On Wood (Par.) Tech. with Danny Kaye.

**LYCEUM**  
Jivaro (Par.) Tech. with Rhonda Fleming.

**MET**  
2nd week, Gone With The Wind (MGM) Tech. with Vivien Leigh.

**ODEON**  
Man With A Million (JARO) Tech. with Gregory Peck.

### CALGARY

**CAPITOL**  
3rd week, 3 Coins In The Fountain (Fox) C'Scope & Color with Clifton Webb.

**PALACE**  
Hobson's Choice (IFD) with Charles Laughton.

**GRAND**  
2nd week, The High And The Mighty (WB) C'Scope & WarnerColor with John Wayne.

**STRAND**  
Silver Lode (RKO) Tech. with John Payne.

### VANCOUVER

**CAPITOL**  
3rd week, The Student Prince (MGM) C'Scope & Color with Ann Blyth.

**ORPHEUM**  
2nd week, Gone With The Wind (MGM) Tech. with Vivien Leigh.

**VOGUE**  
3rd week, Garden Of Evil (Fox) C'Scope & Tech. with Susan Hayward.

**PLAZA**  
The Rainbow Jacket (JARO) with Robert Morley.

**STUDIO**  
An Inspector Calls (IFD) with Alastair Sim.

**DUNBAR**  
5th week, Man With A Million (JARO) Tech. with Gregory Peck.

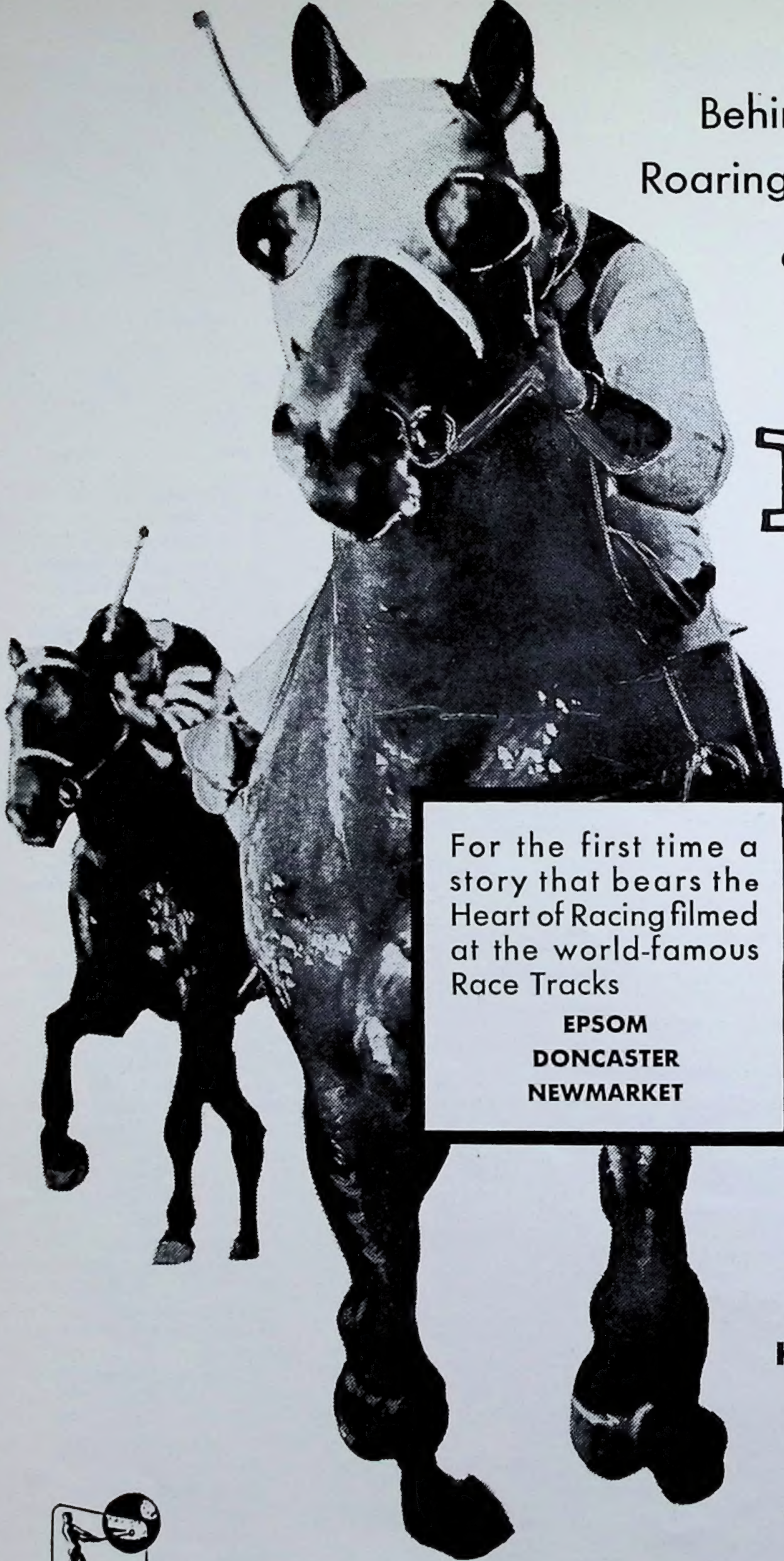
### SAINT JOHN

**STRAND**  
Francis Joins The WACS (E-U) with Donald O'Connor.

**CAPITOL**  
Drive A Crooked Mile (Col.) with Mickey Rooney.

**PARAMOUNT**  
Gone With The Wind (MGM) Tech. with Vivien Leigh.





Behind-the-scenes drama—  
Roaring with all the excitement  
of the "Sport of Kings"

*"the*  
**Rainbow**  
*Jacket"*

Color by  
**TECHNICOLOR**

For the first time a  
story that bears the  
Heart of Racing filmed  
at the world-famous  
Race Tracks

**EPSOM  
DONCASTER  
NEWMARKET**

Roaring with all the excitement  
of the turf and full of the  
natural humors of  
its characters

**KAY WALSH • BILL OWEN  
EDWARD UNDERDOWN  
AND ROBERT MORLEY**

Produced and Directed by MICHAEL RELPH & BASIL DEARDEN

Original Screenplay by T. E. B. Clarke

ALSO STARRING **FELLA EDMONDS** AS THE BOY JOCKEY

MADE AT EALING STUDIOS



Another smash hit from

**JARO**